

Marko, Lisa

From: Gross, Randi
Sent: Thursday, November 08, 2012 8:59 AM
To: Marko, Lisa; Smith, Judi
Subject: FW: Question on Summit Co. Judges Proposal

Summit Count Democratic Party cancelled before start. The order did not run.

From: Morley, Renee
Sent: Thursday, November 08, 2012 8:58 AM
To: Gross, Randi
Subject: FW: Question on Summit Co. Judges Proposal

From: Stephanie Foley [<mailto:stephanie.foley@triadadv.com>]
Sent: Wednesday, October 31, 2012 2:42 PM
To: Morley, Renee
Subject: Re: Question on Summit Co. Judges Proposal

We are going to have to cancel that buy. I just got word from the party that they have changed their mind about doing it. I apologize.
Stephanie

On Wed, Oct 31, 2012 at 2:03 PM, Morley, Renee <RMorley@woio.com> wrote:

Hi Stephanie,

Are we going to be receiving a check today for the order that you placed? Please advise.

Thank you!

Renee Morley

General Sales Manager

WOIO & WUAB TV

216-367-7216

215-515-7152



From: Stephanie Foley [mailto:stephanie.foley@triadadv.com]
Sent: Monday, October 29, 2012 11:49 AM
To: Morley, Renee
Cc: Stephanie Foley
Subject: Question on Summit Co. Judges Proposal

Hi Renee,

The other stations are telling me that because of the way the disclaimer is on the spot for Summit Co Judges ad, it is considered an issue, not a candidate ad. How is that going to change the rates I have from you on the programs/times on the proposal I requested?

If they are different, will you please plug in the issue rate and resend it to me so I can see where we are.

Thanks,
Stephanie

CONTRACT

WOIO
1717 East 12th Street
Cleveland, OH 44114
(216) 771-1943

And:

Triad Communications
2006 Fourth Street
Cuyahoga Falls, OH 44221-3210

Contract / Revision 843997 /		Alt Order #
Product		
Contract Dates 11/01/12 - 11/05/12		Estimate # 18114
Advertiser Summit County Democratic Party		Original Date / Revision 10/31/12 / 10/31/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WOIO	Account Executive House WOIO/WUAB	Sales Office Cleveland Local
Special Handling Cash In Advance		
Demographic Adults 18+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
N 1	WOIO	11/01/12	11/02/12	Action News at 11p	11-1135p		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	---TF--				2	\$3,000.00			
N 2	WOIO	11/05/12	11/05/12	Action News at 11p	11-1135p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$3,000.00			
Totals											3	\$9,000.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	3	\$9,000.00	\$7,650.00
Totals	3	\$9,000.00	\$7,650.00

Signature: _____

Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

843997

Summit County Democratic Party

Author: Renee Morley



Proposal ID: 18114
 Schedule Date: 11/02/2012 - 11/06/2012
 Spot Length(s): :30

Acct. Exec: Renee Morley
 Phone #: 216-367-7216
 FAX #: 216-515-7152
 Email: rmorley@woio.com

Flight Dates: 11/02/2012-11/06/2012

Program Time	SpotLength(s)	NO	NO	DMA HH RTG	DMA P35+ RTG	W k e	Rate Spots
WOIO							
ACTION NEWS AT 11	:30	2	1	5.3	4.9	2	\$3,000.00
CPP/CPM				\$566.04	\$612.24		3
Mo-Fr 11:00p-11:35p				Run Dates: 02/05/1995-12/31/2036			
WOIO Totals		2	1				\$9,000.00
				GRP/(000)	15.9		Spts: 3
				CPP/CPM:	\$566.04		\$612.24

Net Cost

\$9,090.00

question. What is this?

General Summary (DMA HH D.RTG)

Name	Spot	Cost	Grps	Imp(000)	CPP	CPM	Reach	Freq
WOIO	3	\$9,000.00	15.9	240.9	\$566.04	\$37.36	13.6	1.2

Stephanie Foley